

What is claimed is:

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1. A method of conducting an auction over a network,
5 comprising:
displaying an item which will be the subject of an
auction, said displaying comprising providing a view of the
item over the network, which allows the item to be viewed from
at least multiple different perspectives; and
10 accepting bids for purchase of the item over the network.

2. A method as in claim 1, wherein said providing a
view comprises allowing the item to be viewed three-
dimensionally.

3. A method as in claim 1, wherein said providing a
view comprises first providing a first resolution view of the
item, and loading views from said at least multiple
perspectives while the first resolution view of the item is
20 being displayed.

4. A method as in claim 3, wherein said multiple perspectives include a three-dimensional view of the object.

25 5. A method, comprising:

allowing each of a plurality of users to submit bids for a specified item being auctioned, said bids being submitted from any of a number of clients over a network to a server which collects said bids; and

30 defining rules for actions in said auction, said rules including at least a time when the action will take place, and an actual action that will take place at the defined time.

35 6. A method as in claim 5, wherein said actions are bids to take place at the defined time.

7. A method as in claim 5, wherein said actions are allowing override of a previous bid.

40 8. A method as in claim 5, wherein said rules are kept secret until the defined time.

9. A method of conducting an auction over a network, comprising:

45 for any particular auction, sending information from a
server computer to a local computer, which information enables
the local computer to carry out some function associated with
bidding on an item;

 making a decision at the local computer to accept or
50 reject a new bid from a user at the local computer; and

 only if the new bid is accepted at said local computer,
sending information about the new bid to the server computer.

10. A method as in claim 9, wherein said information
55 includes information about a bid amount which will be
necessary for the user at the local computer to be a highest
bidder, and wherein said accepting a bid comprises comparing a
local bid to said highest bid information, and sending said
information to said server computer only when said local bid
60 is higher than said highest bid information.

11. A method as in claim 9, further comprising automatically
updating each of a plurality of computers with new
information.

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12. A method of conducting an auction over a network,
comprising:

displaying an item for sale on each of a plurality of
client computers associated with the network, based on

70 commands from a server computer;

accepting bids from any of the client computers, and
communicating information about accepted bids to said server
computer; and

wherein said displaying comprises displaying a winning
75 bid amount which allows a user to automatically become the
winning bidder.

13. A method as in claim 12, wherein said winning bid
amount is an amount higher than a current minimum bid amount.

80 14. A method as in claim 12, further comprising
automatically determining an action which represents change in
an auction condition, and automatically updating said
displaying to change based on said automatically determining.

85 15. A method, comprising:

displaying an item for sale by auction over a network;
and

allowing entering either a bid for said item, or an
90 amount that automatically wins the auction.

16. A method as in claim 15, further comprising automatically updating at least parts of the display seen by a plurality of users indicative of the item for sale.

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17. A method as in claim 15, wherein said displaying an item for sale comprises displaying a three-dimensional view of the item for sale.

100 18. A method as in claim 15, further comprising displaying a screen tip indicating bid amounts.

19. A method as in claim 15, wherein said network is the Internet.

105 20. A method, comprising:

displaying an item for sale over the Internet, by causing said item to be displayed on each of a plurality of client computers associated with the Internet, based on commands from
110 a server computer; and

displaying information associated with the bid for the item in a screen tip associated with the item when a cursor is placed over the item on one of the client computers.

115 20. A method as in claim 19, wherein said information
associated with the bid for the item is a current bid amount.

 21. A method as in claim 19, wherein said information
associated with the bid for the item is a bid amount, and
120 further comprising allowing the user to accept a bid amount
associated with a screen tip.

 22. A method of conducting an auction over a network,
comprising:

125 for any particular auction of an item, sending
information to a plurality of local computers which enables
the local computers to carry out some function associated with
bidding on the item;
displaying said information on said local computers;
130 automatically updating said displaying on each of said
plurality of computers with new information.

 23. A method as in claim 22, wherein said automatically
updating comprises automatically refreshing a Web browser
135 running on computers associated with said at least some of
said plurality of users.

24. A method as in claim 22, wherein said automatically
updating comprising using streaming video to form certain
140 parts of said view.

25. A method as in claim 22, wherein said automatically
updating comprises using stop motion video to form certain
parts of said view.

26. A method as in claim 22, further comprising
determining an action representing a change in an auction
condition, and wherein said automatically updating is
responsive to said determining.

27. A method comprising:
conducting an auction over a network by accepting bids for
items, and establishing a highest bid for an item as being a
winning bid; and
155 treating a bid received within a predetermined period of time
before an end time of an auction less favorably than bids
received prior to said predetermined period.

28. A method as in claim 27, further comprising allowing a
160 seller to select an amount of time defining said predetermined
period.

29. A method as in claim 27, further comprising determining a bid received within said predetermined period of time that was placed by a bidder who has previously participated in other bids prior to said predetermined period of time, and not treating said bid by said bidder less favorably.

30. A method as in claim 27, wherein said conducting comprises accepting bids in a first way which keeps bids at a low level less than a maximum bid but high enough to win a specified auction, and said treating comprises accepting bids at a maximum amount without keeping them at said low level.

31. A method comprising:
conducting an auction over a network by accepting bids for items, and establishing a highest bid for an item as being a winning bid;
determining identities of bidders bidding during said
conducting; and
treating a bid from bidders whose identities have not been determined by said determining, and which bids are received within a predetermined period of time before an end time of an auction, less favorably than bids received prior to said
predetermined period.